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PTO/SB/05(11-00)

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Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 28107.20

First Inventor Mike Casson

Title INTERACTIVE SALES AND MARKETING
NETWORK SYSTEM

Express Mail Label No. EL747832399US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)
(Submit original and duplicate for fee processing)
2. ☐ Applicant claim small entity status.
See 37 CFR 1.27.
3. ☒ Specification (preferred arrangement set forth below) Total Pages 17
 - Descriptive title of the invention
 - Cross reference to related applications
 - Statement regarding Federal sponsored R&D
 - Reference to sequence listing, if applicable, or a computer program listing appendix
 - Background of the invention
 - Brief summary of the invention
 - Brief description of the drawings (if filed)
 - Detailed description
 - Claim(s)
 - Abstract of the disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 14]
5. Oath or Declaration [Total Pages]
 a. ☐ Newly executed (original or copy)
 b. ☐ Copy from a prior application (37 CFR 1.63(d))
 (for continuation/divisional with Box 18 completed)
 i. ☐ **DELETION OF INVENTOR(S)**
 Signed statement attached deleting inventor(s)
 named in the prior application, see 37 CFR
 1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

ADDRESS TO:

Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

7. ☒ OM or CD - Rinduplicate, large table or
Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
- a. ☐ Computer Readable Form (CRF)
- b. Specification Sequence Listing on:
 i. ☐ OM or CD - R (2 copies); or
 ii. ☐ per
 c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (coversheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement ☐ Power of
(when there is an assignee) Attorney
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure ☐ Copies of IDS
Statement (IDS)/PTO-1449 Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
16. ☐ Request and Certification under 35 U.S.C. 122
(b)(2)(B)(i). Applicant must attach form PTO/SB/35
or its equivalent
17. ☒ Other: Check in the amount of \$ 4,316.00

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No. _____/_____

Prior application information:

Examiner _____

Group Art Unit: _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label

(Insert Customer No. or Attach bar code label here)

or ☐

Correspondence address below

Name Haynes and Boone, L.L.P.

3100 Nations Bank Plaza

Address 901 Main Street

City Dallas

State

Texas

Zip Code

75202-3789

Country USA

Telephone

(214) 651-5000

Fax

(214) 651-5940

Name (Print/Type)

Todd Mattingly

Registration No. (Attorney/Agent)

40,298

Signature

Date April 25, 2001

Burden Hour Statement This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

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FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$), 4,316.00

Complete if Known

Application Number	N/A
Filing Date	April 25, 2001
First Named Inventor	Mike Casson
Examiner Name	N/A
Group Art Unit	N/A
Attorney Docket No.	28107.20

METHOD OF PAYMENT

- 1.
- ☒
- The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

Deposit Account Number	08-1394
Deposit Account Name	Haynes and Boone L.L.P.

- ☒
- Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

- ☐
- Applicant claims small entity status. See 37 CFR 1.27

- 2.
- ☒
- Payment Enclosed:

☒ Check ☐ Credit card ☐ Money Order ☐ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
101	710	201	355	Utility filing fee	710.00
106	320	206	160	Design filing fee	
107	490	207	245	Plant filing fee	
108	710	208	355	Reissue filing fee	
114	150	214	75	Provisional filing fee	

SUBTOTAL (1) (\$), 710.00

2. EXTRA CLAIM FEES

	Extra Claims	Fee from below	Fee Paid
Total Claims	127	-20** = 107.4	18 = 1,926.4
Independent Claims	24	-3** = 21.0	80 = 1,680.4
Multiple Dependent		0	0.00

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
103	18	203	9	Claims in excess of 20
102	80	202	40	Independent claims in excess of 3
104	270	204	135	Multiple dependent claim, if not paid
109	80	209	40	** Reissue independent claims over original patent
110	18	210	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$), 3,606.00

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for ex parte reexamination	
112	920*	112	920*	Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for reply within first month	
116	390	216	195	Extension for reply within second month	
117	890	217	445	Extension for reply within third month	
118	1,390	218	695	Extension for reply within fourth month	
128	1,890	228	945	Extension for reply within fifth month	
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,240	241	620	Petition to revive - unintentional	
142	1,240	242	620	Utility issue fee (or reissue)	
143	440	243	220	Design issue fee	
144	600	244	300	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	
146	710	246	355	Filing a submission after final rejection (37 CFR § 1.129(a))	
149	710	249	355	For each additional invention to be examined (37 CFR § 1.129(b))	
179	710	279	355	Request for Continued Examination (RCE)	
169	900	169	900	Request for expedited examination of a design application	

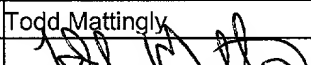
Other fee (specify) _____

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$), 0.00

SUBMITTED BY

Complete (if applicable)

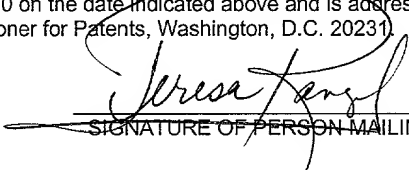
Name (Print/Type)	Todd Mattingly	Registration No. (Attorney/Agent)	40,298	Telephone	(214) 651-5000
Signature		Date	April 25, 2001		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231

F:/D/H/Rangelt

PATENT
28107.20

EXPRESS MAIL LABEL NO.: <u>EL 747832399 US</u>	DATE OF DEPOSIT: <u>April 25, 2001</u>
I hereby certify that this paper and fee are being deposited with the United States Postal Service Express Mail Post Office to Addressee service under 37 CFR §1.10 on the date indicated above and is addressed to : Box PROVISIONAL APPLICATION, Assistant Commissioner for Patents, Washington, D.C. 20231	
<u>Teresa Rangel</u> NAME OF PERSON MAILING PAPER AND FEE	 SIGNATURE OF PERSON MAILING PAPER AND FEE

INTERACTIVE SALES AND MARKETING NETWORK SYSTEM

Inventors: Mike Casson
Dallas, TX

Rob Weaver
Flower Mound, TX

Sam Johnson
Dallas, TX

Brian Boltwood
Little Elm, TX

Assignee: DirectMarketingWorks.com, Inc.

HAYNES and BOONE, LLP
3100 NationsBank Plaza
901 Main Street
Dallas, Texas 75202-3789
(214) 651-5000

IN THE UNITED STATES RECEIVING OFFICE

In re International Application of: §
Mike Casson, et al § Group Art Unit: To Be Assigned
§
App. No: To Be Assigned §
§ Attorney. Docket: 28107.20
Filing Date: April 25, 2001 §
§
For: INTERACTIVE SALES AND § Examiner: To Be Assigned
MARKETING NETWORK SYSTEM §

TRANSMITTAL AND STATEMENT VERIFYING CD-ROM

Box: PATENT APPLICATION
Commissioner for Patents
Washington, D.C. 20231

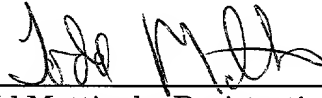
Dear Sir:

Enclosed please find a CD-ROM in duplicate which contains a Computer Program Listing Appendix consisting of the following:

- 1) Appendix A - Software Requirements Specification created on April 23, 2001, file size of 2.22MB;
- 2) Appendix B - Design Specification created on April 23, 2001, file size of 1.92 MB; and
- 3) Appendix C - Typical Screen Shots created on April 23, 2001, file size of 3.97 MB

The CD-ROM and copy are submitted in the format of IBM-PC, compatible to MS-Windows(.PDF) and are in compliance with 37 C.F.R.1.52. Furthermore, as the attorney of record, I hereby verify that the CD-ROM and copy which are submitted herewith are identical.

Respectfully submitted,



Todd Mattingly, Registration No. 40,298

Date: April 25, 2001

HAYNES AND BOONE, L.L.P.
3100 Nations Bank Plaza
910 Main Street
Dallas, Texas 75202-3789
Telephone: (214) 651-5000
Facsimile: (214) 651-5940

File: 28107.20

254812.1

CERTIFICATE OF MAILING:

I do hereby certify that this document with attachments is being deposited with the United States Postal Service with sufficient postage as Express Mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Teresa Rangel
Name

(Signature)

EL 747832399 US
Express Mail Number

April 25, 2001
Date